

Eventful Days of White

There's no end of newness and freshness to our large and unique displays of white goods for these early summertime days. The centre of attraction hovers about the choice array of undermuslins, newly received from the markets especially for this event. Such lovely garments as they are too, and never in our history have they included so many novelties—conceived of course by these stringent days and because of the necessities of conservation. Simple in line and meager in trimmings, but therein lies their daintiness and charm and service. Tailored of materials of delightful quality—qualities so exceptional that one would guess they would be priced much more than they really are. But that is a compliment to this store's alert buying facilities. These are the values of special importance.

Huck Towels
with red border; sale price **9c**

Large Turkish Towels
Extra quality; special **15c**

Mercerized Table Damask
Assorted patterns, per yard **59c**

Beautiful Organdies
In floral patterns, per yard **17c**

36-inch Percalé
Light and dark colors, per yard **19c**

Pretty Dress Gingham
Plaids, checks, stripes, per yard **17c**

Bungalow Aprons
Of light colored percale **69c**

Silk Remnants
On sale today—ONE-HALF PRICE. **1/2 Price**

Linen Finish Bed Sheets
Size 61x90; today at **\$1.39**

Brassieres
Trimmed with cluny lace, 75c value at **39c**



Women's Knit Union Suits, Sale Price, 49c

—Good quality with French top or mercerized tape edge.
—Tight knee or umbrella style.
Main Floor

—Women's Vests, 9c.
—Women's Vests, 12½c.
—Women's Vests, 15c.
—Regular 25c quality.
—Women's Pink Silk Top Union Suits, \$1.39.
—A garment that's selling elsewhere at \$1.75.
Main Floor

You Should See These Union Suits at 37c

—You'll wonder how we can sell such quality at 37c.
—They're worth today 59c.
Main Floor

Crepe de Chine Camisoles, 79c

—In pink with lace top and shoulders.
—The best bargain ever offered.

Main Floor

Unmatchable Values During This Sale

Lot 1—Women's undermuslins, consisting of night gowns, petticoats, drawers, corset covers, envelope chemise. All beautifully trimmed with lace or embroidery; worth up to \$1.00, at **59c**



Silk Camisoles, Sale Price Now 49c

—In pink with lace trim and some embroidered in colors

Main Floor

Compare Qualities and Prices

Lot 2—Women's undermuslins, consisting of envelope chemise, drawers, night gowns, petticoats, corset covers; values to \$1.75; every garment trimmed with rich lace or embroidery; White Sale price **98c**

Best Bargains Ever Offered

Lot 3—Women's night gowns, petticoats, envelope chemise, drawers, bloomers; a most unusual sale; garments **\$1.39** worth up to \$2.25 at

Boston Store's Entire Stock of Women's Silk Underwear 25% Discount

—Isn't this a most interesting announcement? Indeed, yes!
—Vests, bloomers, union suits, envelope chemise, camisoles.
—Of crepe de Chine, Italian silk and wash satin.
—Hundreds of styles to select from at the reduced prices.

Main Floor

Entire Stock of High Grade New, Crisp Undermuslins, from \$2.45 to \$5, 20% Disc.

—Consisting of night gowns, petticoats, envelope chemise, drawers, corset covers.
—Made of softest nainsooks, trimmed with lace or embroidery and many new styles hand embroidered
—Take advantage of this opportunity

Embroideries and Laces GREATLY REDUCED

One Lot Filet Lace, Per Yard 10c

—Various widths and patterns with insertions to match.

27-inch Embroidery Flouncing, Special 25c

—Bargain—yes, real bargains. New, fresh embroideries in the prettiest patterns.
—Make your summer dresses now.

High Grade Embroidery Flouncings, 45 inches wide, worth \$2.50 and \$2.90—One-Half Price

Embroideries on Fine Long Cloth, Per Yard 19c

—Quality that's selling everywhere at 35c yard.



Main Floor

72-inch White Net, Worth \$1.50 a Yard, at 95c

—A quality that's never been offered at such low price. Very fine mesh.

72-inch White Net, 85c Value, Per Yard 59c

—Suitable for under bodice, etc. A very strong mesh.

Finest Normandie Val Laces, 12 Yards for 98c

—Dainty patterns, diamond shaped mesh.
—Narrow, medium and wide widths.
—Greatly underpriced.

18-inch Corset Cover Embroidery at 19c

White Poiret de Sprit, \$1.75 Quality, per Yard, \$1.19

—72 inches wide and a most beautiful quality.

18-inch Corset Cover Embroidery at 19c

Beautiful Embroideries Up to 13 Inches Wide, Sale Price, 17c

45-Inch Flouncing Voile and Batiste, 50c

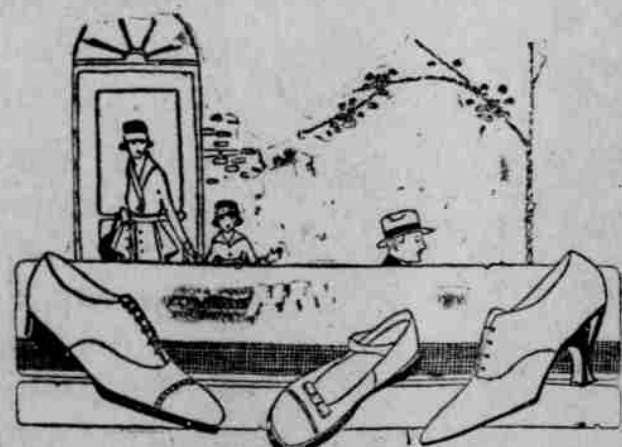
—Embroidered in the prettiest designs and worth \$1.25 yard.
—See them today.

White Sale Special Val Laces and Insertions, 12 Yards for 47c

Boston Store
Main Floor

New, Original, Daring Silks and Dress Goods

The new season brings a wealth of novelties in beautifully patterned and colored silks and dress goods. One would never think by seeing our showing of these new fabrics that there ever was any "war situation" except that American manufacturers have put their ingenuity to work in many marvelous ways. Our selections offer more tempting varieties than they have ever done before, because we have strained every energy in order to offer only reliable fabrics at lowest prices. We bought earlier than usual and in larger possible shade and color combination imaginable and in every width so that no matter what your requirements are they can be well satisfied in this great showing of summer silks and dress fabrics.



Here Is the Correct Footwear for Women

—Whatever your spring costume is, the finishing touch lies in one's footwear.
—No outfit can be entirely smart or entirely correct without a pair of our well made, good to look at, low shoes.
—Those women who have worn our shoes before know from pleasant experience that all our footwear is correct in every detail, and means much to you to know you can get real style and value at the Boston Store.
—Just received a shipment of white washable kid pumps and oxfords; also grey and white novelty oxfords for women.
—The best selection in the city. Inspection invited.



Be Cheerful

These are days for optimism. Won't you help the good cause along?

We must sacrifice cheerfully and give freely and live happily. Long faces are not for us because we're fighting a winning fight. Patriotism is made of willing doing, not grudging obedience.
So let us give every assistance we can, smilingly, going about our affairs with vigor, living sanely and sensibly; spending wisely.

For after all, we are suffering no great hardships. Necessary economies will teach us the value of our earnings and everyone of us will be happier if all of us are cheerful. "Blues" and doubt cannot exist when optimism reigns.

White Crepe de Chine, 40 Inches Wide, \$1.39 Special

—If you'll just compare the quality and the price you'll no doubt see what a wonderful value this is.

—Just right for waists, etc.
Main Floor

White Skirting, Worth \$1.00 a Yard, at 59c

—One of the many surprise bargains at the Boston Store.
—Cords, gabardines, self plaids, basket weaves.
—A quality that will stand tubbing.
Main Floor

Crisp, New White Voiles, 25c, 39c, 45c, 79c, to \$1.19

—Every one of them worth more than the price they are offered at.
—Width 40 inches.
Main Floor

White Flaxons, Sale Prices, 19c to 45c Yard

—Plan your summer dresses now and save money at the Boston Store.

White Silk and Wool Poplin—Sale Price, \$1.69 per yard

—A material that's much in demand just now for suits and skirts.
—Width 40 inches and worth more than our sale price.
Boston Store

36-Inch Habutai Silk in White; Heavy Quality, per Yard \$2.39

—The kind you'd select for your spring suit or for a separate skirt.
Boston Store—Main Floor

27-inch Habutai Silks in White, Extra Special 50c

36-Inch Habutai Silk in White, 69c to \$1.69 Per Yard

"4711" Transparent Glycerine Soap, per cake 19c

Woodbury's Facial Soap Regular 25c cake, at 19c

36-inch Bleached Cambric White sale price, per yard 25c

Turkish Wash Cloths Extra heavy; each 5c

Beautiful White Voiles For waists and dresses, per yard 22½c

Fine Quality Long Cloth Boston Store special, 12 yards for \$1.98

Well Known "Katy" Nainsook White sale price, per yard 24c

100 Lady Ruth Corsets Pink and white; brocaded or plain; front lace; \$5.00 models at \$2.98

One Lot of New Corsets Pink brocaded or white coutil; regular \$2.00 models \$1.19

GENUINE PLISSE CREPE PER YARD, 25c

—In white, pink, yellow, light blue and lavender.

—Just the thing for underwear and children's dresses.



WOMEN'S SILK HOSE Extra Special at \$1.50

—You must see the quality to appreciate the bargain.

—White, black and colors.
Main Floor

THE BEST SILK HOSE Ever Shown at \$1.79

—The woman who is particular about her hosiery should see this quality.

—Black, white and new colors.
Satisfaction guaranteed.
Main Floor

WOMEN'S WHITE HOSE, WHITE SALE PRICE, 18c

WOMEN'S GAUZE LISLE HOSE, 35c

—White hose, with spliced heel and toe, double sole.
—3 pairs for \$1.00.
Main Floor